MISTRAL

Typefoundry Amsterdam

Exclusive Silvertone Artists

Arthur Goldstein

Oscar Brooks

Sir William Richardson

Tito Mazzini

Gregor Svolinsky

Ludmilla Karsanova

Elisabeth Weisskopf

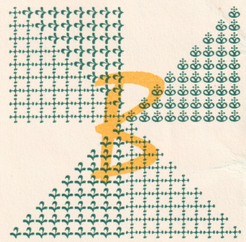
Danielle Le Queux

ON SILVERTONE'S CLASSIC SERIES **Hi-Fi**

LONG-PLAYING NARROGRUVE RECORDS

Bella gives you her beauty secrets

3 NEW Muted Shades



New half-tone shades... muted to make face powder skin-colour-true! You'll discover how flattering they are.

Muted Beige
a soft flesh tone

Muted Rose
a trifle warmer

Muted Sun
a pale creamy tan

Only Bella makes these fashion shades ... in 'Superfine' Face Powder.

Bella Face Powders

For transatlantic flying at its very best

fly TAF

See your travel-agent for reduced-fare round trips from New York to the principal cities of Europe

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don't walk . . .

talk!

use your telephone

the **shortest** way!

AHI

Textile Research Board approves LUMO Lukron yarn for luxurious stockings

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To our Colleagues in the Printing Art...

GDC

Gordon Duff-Craigie

Architect F.R.I.B.A.

5 Stanhope Crescent London WC 1 Mayfair 3684

mistral

Mistral is the surprising new, natural handwriting type, designed by the French artist Roger Excoffon, which brings a fresh note in contemporary scripts. It is named after the wind that suddenly comes down from the Alps to Mediterranean France refreshing its sun-scorched lands. *Mistral* is immensely useful. Note that the capitals can be used on their own, thus doubling the utility of this face. *Mistral* is now available from stock on English and American point body, cast in the hardest foundry metal with the utmost precision to comply with the famous Amsterdam standards of top-notch quality. It has no kerns, nothing to break off. The natural wear of the type will never show owing to the rough pencil outlines, a characteristic of the design.

The naturalness of *Mistral* is greatly enhanced by the following alternate characters and ligatures supplied with each font: *qu, ft, on, th, ll, s* and *e*. They enable the compositor to set either

question, weather, mills, stage or

question, weather, mills, stage.

With the oblique stroke *f*, ordinarily used in combinations like this: *c/o*, he can double the characters f, p or s like this: *off, cliffer, misses* - all according to personal habits and preferences, as in handwriting.

Errors in composition and distribution can easily be avoided, because each lowercase type shows on the shoulder the corresponding letter in a clearly legible capital (see illustration).

ABCDEFGHIJKLMNOPQRSTUVWXYZ&
1234567890$£«-,:'?(„")!';.»
abcdefghijklmnopqrstuvwxyz qu ft on th ll f s e

Sole distributors for Great Britain:

Graphic Arts Equipment

6-7 Russell Gardens, Kensington, London W. 14

Tel.: BAYswater 7647/8

This page has been set in Mistral and De Roos Roman

mistral

12 point no. 13367 44 x A, 84 x a, 32 x 1 8½ lbs

MODERN TYPOGRAPHY is likely to be functional

14 point no. 13368 38 x A, 70 x a, 26 x 1 9¾ lbs

PROGRAMS DEMAND hardly any investment

18 point no. 13369 26 x A, 50 x a, 22 x 1 10¾ lbs

AN IRKSOME TASK laid on his shoulders

24 point (small face) no. 13370 20 x A, 32 x a, 18 x 1 13½ lbs

NOBODY WOULD try to organize it

24 point (large face) no. 13371 18 x A, 26 x a, 16 x 1 13¾ lbs

ENTHUSIASTIC demonstrations

30 point no. 13372 16 x A, 22 x a, 14 x 1 15½ lbs

AMUSEMENT may improve

36 point no. 13373 10 x A, 18 x a, 12 x 1 19½ lbs

PUBLISHED list of items

48 point no. 13374 8 x A, 12 x a, 8 x 1 24 lbs

KNIGHTS will fight

60 point no. 13375 6 x A, 10 x a, 6 x 1 31¾ lbs

ORDERS methods

72 point no. 13376 8 x A, 6 x a, 8 x 1 45 lbs

COUCH puckish

Typefoundry Amsterdam - Netherlands

No. 55.4.5.7.1- Printed in the Netherlands

MISTRAL

mistral

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